

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

BCT 1024 - CRITICAL THINKING AND APPLICATIONS IN MANAGEMENT

(All sections/ Groups)

14 MARCH 2019
9:00 a.m – 11:00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS:

- a. This question paper consists of **TWO** parts – Part A and Part B. The total number of pages for this examination paper is **11 pages** (including the cover page).
- b. Please answer **ALL** questions.
 - **Part A** contains multiple choice questions (40 marks). Shade the most appropriate response on the multiple-choice answer sheet.
 - **Part B** contains short-answer questions (60 marks). Write your answers in the Answer Booklet provided.

PART A: MULTIPLE CHOICE (40 marks)

Read each question below and then indicate the most appropriate response on the multiple-choice answer sheet. (2 marks for each correct answer, for a total of 40 marks)

Question 1 is based on the following questions:

- Does this really make sense?
- Does that follow from what you said?

1. The above questions help us to understand whether an argument is _____.
 - a. clear
 - b. logic
 - c. precise
 - d. relevant

2. June reads an article about the benefits of investing in Bitcoins. She realises the article was sponsored by an investment firm. In this case, it is reasonable for her to doubt the _____ of the article. It seems the information in the article is related to the effort by the company to sell investment services.
 - a. objectivity
 - b. accuracy
 - c. authority
 - d. currentness

3. If moms would stay home and be moms the way they're supposed to be instead of trying to act like men, we wouldn't want to have the trouble we're having with our children today. (From a newspaper call-in column).

Identify which of the following answer is **TRUE** in relation to the short passage above.

- A. argument; conclusion: Moms should stay home and be moms the way they're supposed to be instead of trying to act like men.
- B. nonargument; summary
- C. nonargument; description
- D. argument; conclusion: We wouldn't want to have the trouble we're having with our children today.

Continued ...

4. For a sentence to qualify as a claim/statement, it must satisfy which of the following conditions:
- it must be intended to persuade someone.
 - we must be capable of determining whether the statement is true or false.
 - it does not make a declaration about someone or something
 - must have a series of supporting statements
5. "Our company budget this year is limited. Don't you think it is better to postpone the construction of the parking spaces?" The underlined question is a / an:
- leading question
 - implicit premise
 - rhetorical question
 - interrogative question
6. All cats meow.
Kitty meows.
Therefore, Kitty is a cat.
- The argument is:
- valid, good
 - valid, bad
 - invalid, strong
 - invalid, bad
7. Every time Yasmin cooks dinner, then Sheila comes to our house. Yasmin is cooking dinner now. Therefore, I bet Sheila will come to our house today.
- The above argument is:
- valid, good
 - valid, bad
 - invalid, bad
 - invalid, strong

Continued ...

8. John mentions, "I need to help sending my differently able sister to her college". Instead of using "disabled or handicapped" to describe her sister who is not able to walk since birth, the phrase "differently able" is an example of:
- a. fallacy
 - b. euphemism
 - c. dyphemism
 - d. validty

9. My sister has been working at Company ABC for the past five years and she has had to work late into the evening all of that time, without ever receiving a bonus salary increment or promotion. I think that company must be a terrible place to work and I would urge you not to apply for employment there at all.

Which of the following would best describe this passage?

It is a / an:

- a. ambiguous statements
 - b. fallacy of hasty generalization
 - c. 'red herring' fallacy
 - d. post hoc fallacy
10. Fareed confused when Kelvin said,

"I saw a man on a hill with a telescope".

Fareed was not sure whether Kelvin's statement was referring to which of the followings –

"There's a man on a hill, and Kelvin's watching the man with his telescope" or
"There's a man on a hill, who Kelvin is seeing, and the man has a telescope"

Fareed confusion may be due to the statement is:

- a. vague
- b. ambiguous
- c. accurate
- d. valid

Continued ...

11. We are all going to submit a letter to the senior manager to complain about the new work schedule that was implemented this month. Since you are one of the members of our team, we are counting on you to add signature to the letter. After all we must all support each other during times like this, mustn't we? This is an example of a/an:
- A bandwagon fallacy
 - Red herring fallacy
 - Attacking the motive
 - Scare Tactics
12. When Thila said, "Don't listen to his advice when he is asking you to study hard. He is an ex-drug addict who has many criminal records. His advice is totally unreliable". Thila has just used:
- circular argument
 - ad hominem abusive
 - tu quo que
 - ad populum appeal to false dilemma
13. There's no sign saying "No Smoking," in this restaurant so it must be OK to smoke in this restaurant. This is an example of:
- ad populum appeal to ignorance
 - post hoc fallacy
 - slippery slope
 - ad populum appeal to scare tactics
14. "This textbook is very confusing because the concepts don't make sense to me". This speaker commits which of the following fallacy?
- ad hominem circumstantial
 - ad populum appeal to spite
 - circular argument
 - red herring fallacy
15. An analogical argument will be valid if:
- the fewer qualities the items have in common.
 - the two items being compared are not sufficiently similar.
 - the comparison is misleading us.
 - the comparison made reveals more similarities between two things.

Continued...

16. We are generalising if we conclude that a claim is true about a group (or population) based on what we find out about some part of the group or also known as a / an:
- a. sample
 - b. argument
 - c. presentative
 - d. big data
17. "Class participation" means attending class, listening attentively, answering and asking questions, and participating in class discussions.
- The above statement is referring to:
- a. Lexical Definition
 - b. Precising Definition
 - c. Stipulative Definition
 - d. Persuasive Definition
18. Which of the following is NOT an indicator word or phrase for a conclusion?
- a. Due to
 - b. So
 - c. Hence
 - d. In essence
19. The third stage in a problem-solving model is _____ :
- a. Define the problem
 - b. Analyse the problem
 - c. Decide for the best solution
 - d. Identify the list of possible solutions
20. Which of the following is NOT an example of technique for analyzing a problem?
- a. The Kepner-Tregoe method
 - b. 5W 1H method
 - c. SCAMPER
 - d. Root cause analysis

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PART B: SHORT ANSWERS QUESTIONS (60 MARKS).
PLEASE ANSWER ALL QUESTIONS.

QUESTION 1: EVALUATING MEDIA MESSAGES (20 marks)

Describe how the media use the following strategies to get the attention from the readers or viewers. Then, support your descriptions with an example for each strategy that the media uses below:

- 1a. Use of headlines (5 marks)
- 1b. Balance of reporting of an issue (5 marks)
- 1c. Photo composition (5 marks)
- 1d. Fairness in editorial essays and letters (5 marks)

Continued ...

QUESTION 2: ARGUMENT IDENTIFICATION (20 marks)

Read the following article below and then answer the questions that follow.

I am a Chinese working mother of two children aged six and three. My oldest child is going to primary school next year and the entire family is busy preparing her for the big transition. Ever since I went around looking for a kindergarten to send my children to, I noticed a trend that worries me until today – and even more so now, as my girl transitions to primary school. My husband and I are not Chinese-educated. Ever since we made it known that we are not sending our daughter to a Chinese school, we have been at the receiving end of a lot of impassioned views and unsolicited comments such as, “You are Chinese, and hence must send your kids to Chinese school.” However, we persevered, as we believe in raising a Malaysian first, and a Chinese second. I believe the national schools and the National Education Blueprint are sufficient to guide my children to become world-class citizens, the way the system guided my husband and me during our formative years.

However, our decision to send our daughter to a national school has hit another snag – after-school care. Almost all after-school care centres that I contacted will not accommodate my daughter, as she will not be doing the national-type school syllabus. The reason given is that tuition classes in those centres are centred on the national-type syllabus. Then it dawned upon me: from preschool onwards, there will be a large cohort of Chinese children who will grow up thinking that the other races in Malaysia are the minority, as they spend their school and after-school hours only with other Chinese children.

How is national unity supposed to happen? The real world is not as mono-racial. The schools and after-school care centres they will attend at least until they are 12 years old. The presence of 15% (and rising) non-Chinese students in the Chinese schools does not reflect the reality in Malaysia. Those non-Chinese students go for religious classes after school and/or have dietary restrictions, and therefore, would not end up in the same daycare as their Chinese peers. Life-long friendships will be formed with others only of the same race. This does not bode well for nation-building and unity. I hope that community-based after-school childcare centres will be the norm, instead of the exception – and also include the middle-income group as well as the lower-income group.

Sincerely,

Ms. Veronica Chan

The article was excerpted from: <https://www.thestar.com.my/opinion/letters/2017/12/14/raising-a-malaysian-needs-sacrifices/#G7tWwC80Rp7HPKqL.99>

Continued ...

Now, answer the following questions:

- 2a. Based from the article, detect and write **FIVE (5)** sentences that contain objective statements.
(10 marks)
- 2b. State **FIVE (5)** assumptions that Ms. Veronica Chan made when she mentioned, *"I believe the national schools and the National Education Blueprint are sufficient to guide my children to become world-class citizens, the way the system guided my husband and me during our formative years."*
(10 marks)

Continued ...

QUESTION 3: CREATIVE PROBLEM-SOLVING (20 marks)

Question 3 a, b, c and d are based on the following dialogue scenario:

The Technopark, a township developer in Malaysia, is looking at whether they should construct new office buildings around Cyberjaya. The amount of available vacant office space around Cyberjaya is shrinking. So, Technopark views it is an opportunity for them to construct a new project in Cyberjaya.

As part of their decision making process, they decided to use the Six Thinking Hats during the meeting as illustrated below:

Sheila: Current government projections indicate solid and steady economic growth for some time. Market forecast shows that the square feet rate would be more than two times the prevailing rate in Cyberjaya area in the next 5 years.

Daniel: Well, I worry that the government projections may be wrong, and we might over estimating the strength of the economy. Plus, Malaysia has just changed to a new government last year. "Don't you think it is better to postpone first our plan to construct a new office building in Cyberjaya?"

Prakash : But, I have a feeling that some of the companies in the old buildings around Cyberjaya might be attracted for a new building because they prefer state of the art and modern facilities.

Harris: If companies in old office buildings also move to the new building as what Prakash feels, the company may even successfully sell the new building before the next economic downturn and make a substantial capital gain.

Now, answer the following questions:

- 3a. Based on the six thinking hats technique, we can infer from the above scenario that Sheila wears ____ (I) ____ hat, Daniel wears ____ (II) ____ hat, Prakash wears ____ (III) ____ and Harris wears ____ (IV) ____ hat.

Write your answer on the colour of hats that match the empty spaces of I, II, III and IV above.

(8 marks)

Continued ...

- 3b. Based on the above scenario, create a dialogue whereby now Kamal, the CEO of Technopark, is also in the meeting and he wears the blue hat. The dialogue must reflect the blue hat that he wears.

(3 marks)

- 3c. State **THREE (3)** benefits of using the six thinking hats technique.

(6 marks)

- 3d. To help Technopark in making decisions whether or not they should proceed with the plan to construct new office buildings in Cyberjaya, you are required to use "If I were" technique.

In your answer, state the person/character that must have certain identifiable traits that address the need to build office buildings.

(3 marks)

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